GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:5188
ANSWERED ON:28.08.2001
LINKAGE OF RURAL PRODUCER WITH URBAN CONSUMER
RADHIKA RANJAN PRAMANIK

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether linkage of rural producer with the urban consumer through agro-processing and agri- business enterprises has become a bare necessity;

(b) if so, the details in this regard;

(c) whether it would create more employment, stop migration, improve nutritional status of people in villages and increase availability of cheaper and better products to urbanites;

(d) if so, the details thereof; and

(e) the steps taken or being taken by the Government in this direction?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI M. VENKAIAH NAIDU)

(a) : Yes, Sir.

(b) to (e): Several steps have been taken to promote the growth of the processing Sector in the country, including in regard to agro-horticultural produce which is mainly available in the rural areas and whose consumption is largely in the urban centres, due to a variety of reasons. Under the Plan Schemes of the Department of Food Processing Industries (which are project-oriented), financial assistance is extended to Non-Governmental Organisations, Cooperatives, Public Sector Undertakings, Private Sector Industries and Human Resource Development/Research & Development Institutions for the development of this Sector. The Department of Food Processing Industries have intimated that the formulation ofa National Food Processing Policy is in hand to broadly cover issues relating to the availability of raw material, backward linkages, processing facilities, including post-harvest infrastructure, packaging, food quality and safety and marketing of products. The Swarnjayanti Gra! m Swarozgar Yojana (SGSY) of the Ministry of Rural Development provides for marketing linkages between the rural Swarozgaries and urban consumers. Agro-processing and agri-business enterprises can also be taken up under the SGSY.